

Request for Proposals
to provide
Concept - Design - Installation
for



Annex II Mural



Title of RFQ:	Walker County Tourism Mural
Owner:	Walker County Government
Site Location:	108 East Villanow Street LaFayette, GA 30728
Date of Issue:	June 3, 2022
Deadline to Submit Questions:	June 20, 2022 at 5:00 PM EST
Proposals Due:	June 30, 2022 at 5:00 PM EST
RFP Submission Location:	10052 Highway 27 Rock Spring, GA 30739

OVERVIEW:

The Walker County Chamber of Commerce seeks proposals from regional artists to design and paint a large mural that will adorn the west facing wall of Walker County Courthouse Annex II, facing an open green space.

ABOUT THE WALKER COUNTY CHAMBER OF COMMERCE:

The Chamber operates the Regional Visitor Information Center for the Walker County area. Whether you're visiting Rock City high atop Lookout Mountain, enjoying a hike through Lula Lake Land Trust, bouldering at Rocktown, or playing a dynamic round featuring one of best finishing holes since 2000 according to "Golf Digest" at McLemore, there are plenty of outdoor adventures for tourists and locals alike.

Through a contract with Walker County Government, the Chamber serves as the county's Destination Marketing Organization, using proceeds from hotel/motel tax collections for promotion of tourism, meetings and expositions in the county.

DESIGN BRIEF:

Visual artists are invited to submit proposals for an innovative and colorful two-dimensional mural for the west wall of the county owned Annex II building.

Artists are encouraged to create a contemporary work that incorporates tourism related experiences available in Walker County, as well as the "Walker Rocks" logo.

The goals of this mural are to:

- Share the unique outdoors activities available in Walker County. This mural should broaden a viewer's perspective and awareness of Walker County as a tourism destination.
- Showcase a celebratory message through a visual theme that visitors will be encouraged to organically share.
- Build a sense of pride among local residents for their community.

SCOPE OF SERVICES:

Walker County Government is currently replacing an old brick wall with a concrete block wall at its Annex II building.

The approximate dimensions of the mural are 70 feet (length) x 10 feet (height).

All necessary labor and materials (i.e. scaffolding, lift, paint, etc.) must be secured by the artist. Murals cannot require structural alterations to the host property and should not cause any lasting damage.

The mural shall be painted and must be durable and projected to withstand weather for up to ten (10) years.

Selected artists should have reliable experience and demonstrate a sound ability to take on public art projects from initiation through to completion.

ARTIST ELIGIBILITY:

- Eligible artists shall have previously created large-scale public art or exterior projects on their own or as an artist team
- Artist must carry proper insurance for the duration of the project - \$1,000,000 single occurrence and \$2,000,000 aggregate
- Artist must be willing to meet contractual obligations, adhere to the budget and an agreed upon timeline

REQUIRED SUBMITTED ITEMS:

- Artist statement - An artist statement will be required by the artist who will be the principal contact and project manager. The statement should be a brief letter explaining why you are interested in being part of this project. If a team is applying, explain each team member's role and why your team's experience makes you the best candidate for this project.
- Resume - Include professional resume with contact information for yourself and each team member, if applicable
- Proposal description - 500 words or less about your proposed design
- Proposal concept drawing - one drawing or graphic design
- Supporting works - Images of at least three (3) complete works of similar scale with an image identification sheet to describe each work, as well as a link to a portfolio site or where samples of previous work can be found
- Stipend request (up to \$12,000 with exceptions) and estimated, itemized budget expenditures
- Plan and timeline for project start and completion

SELECTION PROCESS:

Representatives from the Walker County Tourism Committee will review the applications and assess proposals on the following:

- Demonstrated successful, innovative and effective approach to art projects of a similar scope
- Expressed interest in creating artwork for the opportunity presented by this request for proposal
- Understanding of the expectations, goals and aspirations for this project
- Ability to create a unique and engaging artwork appropriate in concept, materials and scale
- Inclusion of a visual element tourists can insert themselves into
- Proven ability to deliver the project requirements on time and on budget
- Work samples and references

BUDGET:

The selected artist will receive a stipend of up to \$12,000. The stipend will be distributed in two installments, the first 50% will be paid upon acceptance and the remaining 50% upon completion of the artwork. The stipend is intended to cover all costs of the project, including materials, equipment rentals, and artist fee. Unforeseeable circumstances aside, murals not completed in an appropriately timely fashion or according to approved proposals may receive reduced payment.

HOW TO SUBMIT:

Proposals should be emailed to lisa@lisaheyner.com with the subject line “Walker County Mural Proposal” or mailed in a sealed envelope to:

Walker County Chamber of Commerce
Attn: Mural Proposal
10052 Highway 27
Rock Spring, GA 30739

Questions about this RFP should be directed to lisa@lisaheyner.com.

RIGHTS & RESPONSIBILITIES:

The Walker County Chamber of Commerce reserves the right to decline all applications to this RFP, and/or cancel this RFP at any time.

The Walker County Tourism Committee reserves the right to influence the final design to ensure appropriateness for all audiences.

The Walker County Chamber of Commerce reserves the right to produce promotional material featuring the selected artist's work.

Attachments:

4 images of the mural site

Walker Rocks logo

Examples of local tourist attractions:

- Rock City Gardens
- McLemore
- Rocktown
- Lula Lake Land Trust
- 5 Points Mountain Biking
- Pettyjohn's Cave
- The Lost Wall
- Queen City Lake
- West Chickamauga Creek at Lee & Gordon's Mills
- Mountain Cove Farms Resort
- John Ross House
- Wilderness Disc Golf
- Walker County Regional Heritage Museum/Train Museum





